

URBAN WILDLIFE MANAGEMENT ASSOCIATION MEETING  
MINUTES

June 19, 2003  
ACWMD Headquarters  
12300 Lower Azusa Road  
Arcadia California

**In Attendance:**

Ray Smith, L.A. County Dept. Agricultural Commissioner/Weights & Measures  
Jim Hartman, L.A. County Dept. Agricultural Commissioner/Weights & Measures  
Kathleen Ritner, L.A. County Parks & Rec.  
Bob Owens, Roll Guard, Inc.  
James Blythe, Roll Guard, Inc.  
William R. Taber IV, Inland Valley Human Society, SPCA  
Christa Mann, Mountain Lion Foundation & On the Edge  
Nick Morell, L.A. County Sanitation District  
Louis Dedeaux, City of Los Angeles, Animal Services  
Gregory Randall, City of Los Angeles, Animal Services  
Lorna Bernard, CA Dept. Fish & Game  
Jonathan Villet, One World Communications  
Margaret Townsend, Animal Pest Management Services, Inc.  
John Embery, L.A. County Department of Animal Care and Control  
Jim Mitchell, San Bernardino Agricultural Commissioner Dept.  
Allan Smith, San Bernardino Agricultural Commissioner Dept.  
Brad Nuremberg, L.A. County Fish & Game Commission  
Ralph Osborne, Bird Barrier  
Amy Henderson, Puente Hills Habitat Authority  
Janet Berry, City of West Covina  
Mollie Hogan, Nature of Wildworks  
Meg Breit, City of Glendora, Animal Control  
Ann Berkley, USDA Forest Service  
Carolyn H. Atchison, Mountains Restoration Trust  
Sandy Schultz, City of Claremont  
Jennifer Hodgen, Pasadena Humane Society - SPCA  
Cassity Bromley, National Park Service  
Dr. Karen Ehnert, L.A. County Dept. of Health Services, Veterinary Public Health, Rabies Control Program  
Seth Riley, National Park Service  
Kim Bosell, Monrovia Canyon Park  
Sabrina Drill, UC Cooperative Extension  
Susan Immer, Monrovia Canyon Park  
Mike Shaw, Greater L.A. County Vector Control District  
Minoo Madon, Greater L.A. County Vector Control District  
Troy Boswell, L.A. City, Animal Services  
Wendell Bowers, L.A. City, Animal Services  
Martin Wall, CA Dept. of Fish & Game

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The meeting was opened at 10:10 a.m., by Ray Smith

***“KEEP ME WILD™” - Lorna Bernard, Information Officer, CA Dept. of Fish & Game and Jonathan Villet, One World Communications***

This is a campaign developed by CA Dept. of Fish & Game (DFG) in Sacramento, initially to deal with the black bear problem, especially in South Lake Tahoe. It is a spin off from a group called, the Tahoe Council for Wild Bears, which was developed by public agencies and groups to find a solution to the bear problem. The primary goal is prevention. This was a priority program for DFG. They were able to come up with \$100,000, and looked for how it could best be utilized. They first wrote a communications plan, then contacted One World Communications, a public relations company, to help get the message out. The main thrust would be to educate the public that when wild animals become accustomed to or dependent upon humans, the results can be devastating for both.

Jonathan Villet, of One World Communications, says they began thinking about what kind of message would appeal to people. They found there was a common interest and passion for wildlife. They tried to keep it simple and developed the “Keep Me Wild” campaign. Using this slogan, they took out newspaper ads, billboards, radio spots, etc., all aimed at getting the word out through the media.

The campaign was given a positive spin - that much of California’s wildlife is on the increase, but so is the human population. Maps were made up that showed how wildlife populations were overlapping expanding human populations highlighting particular areas of concern. Billboards, bumper stickers and brochures were developed for different wild animals such as bears, coyotes, deer and mountain lions. The media was alerted to announce this campaign, which received much coverage. A draft of a coyote brochure was distributed to the group, as well as a bear brochure and a bumper sticker.

Ray Smith explained this is only our third meeting and we still have to put through our MOU. In successive meetings, we will be able to decide as a group if we can support something like this.

Minoo Madon, who frequently deals with health-related problems brought about by wild animals, says that this is more of a “people” problem than a wild animal problem. When someone calls him saying that they have a coyote in their backyard, he often responds with “because you are living in his front yard!”

***Roll Guard, Inc. - Bob Owens and Jim Blythe***

Two years ago, this company came up with metal extensions to existing fencing that will keep pets from climbing out and keep invading animals from coming into the property. They found that it is a good deterrent, as well as a humane way to keep invading animals out. It will attach to just about any kind of fence, preferably 6 foot, but they have installed it on 5 foot fences with good results. A very informative and entertaining video was shown to the group. For more information, they suggested visiting their website at [www.coyoteroller.com](http://www.coyoteroller.com). Bob and Jim offered to donate some of the material to the group for testing purposes in L.A. County.

## ***MOU - Ray Smith***

Most potential members should have received electronic copies of the UWMA MOU. There are 3 sections to it. The first part is the legal jargon, the second section is what you or your organization are committing to do, and the third part is the signature page. Before the next meeting, Ray will be contacting members by phone or e-mail to check on their progress. If you do not want, or can't join, you can still come to the meetings, but you will not be able to vote.

## ***Discussion***

At the last meeting the issue came up that some Federal and State agencies would not be able to sign on if the group became involved in writing or taking positions on legislation. Ray doesn't think we should do that because it would rule out too many participants. We will be able to give out information, but not write, support, or take a position on any legislation.

We need to have at least 3 signatories before we can go to the Board for approval of the MOU. County Counsel and CAO have both looked at and have no problem with it.

Ray clarified that we need 51% of members present for there to be a quorum. Each signed agency is allowed one vote, and we are subject to the Brown Act.

Ray will alert members ahead of time when important or controversial topics will be discussed at the meetings, so that participation (and therefore votes) will be maximized.

Still looking for suggestions for alternate meeting sites.

Next meeting is scheduled for September 25<sup>th</sup>. At that meeting, Ray plans to have some interesting speakers.

Meeting was adjourned at 11:20 a.m.

Submitted by Rose Santos, Secretary